



FACT SHEET

HUMBLE BEGINNINGS

Kit Car Builder magazine was born in 2002 to fill a hole left vacant by a giant publishing company combining the only two existing kit magazines into one. Jim Youngs, Editor of Petersen's *Kit Car* magazine at the time, left the corporate world and teamed up with Dan Campbell, then owner of PISA Corp., a kit manufacturer, to found the National Kit Car Club and its house publication, *Kit Car Builder*. KCB published seven issues as part of NKCC, but discovered that there was plenty of room and considerable interest for another national kit magazine and so put *Kit Car Builder* into national newsstand distribution and not just for Club members. The result was that KCB quickly grew to become the leading kit and specialty car magazine and now the *only* U.S. magazine serving this exciting hobby.

QUALITY

Our philosophy here at *Kit Car Builder* magazine is simple. We continually strive to represent the quality and investment of the cars that are being sold and built today. We invest heavily to present your quality products in the most flattering manner we know how – with great photography and intelligent writing, printed on high-quality paper and presented in an attractive package that kit car enthusiasts will want to keep and refer to over and over again.

We see the world in full color so why would we want to publish stories and advertising messages about beautiful cars in black and white—that's a false economy that just doesn't do justice to the products on which we are reporting and your company is marketing.

We also think our expertise and experience building specialty cars contributes heavily to the quality aspect of our magazine. Unless you have struggled right alongside your readers in building these products, how can you possibly report with authority and offer technical assistance with any degree of credibility?

What it all boils down to is a passion for the subject. *Kit Car Builder* and those who contribute to its quality certainly have a passion for specialty cars and those who build them and we think that shows through the pages of the magazine.

WHO IS

We've used the phrase before that *Kit Car Builder* magazine is all we do, and that's still true allowing us to concentrate solely on the kit and specialty car hobby and business. The parent company, National Kit Car Club, LLC, is owned completely by Jim & Carolyn Youngs and located in Castle Rock, Colorado.

As stated above, **Jim Youngs** was a former Editor, for five years, of Petersen's *Kit Car* magazine and contributed articles and photos as a freelancer for five prior years. He is a 30-year veteran of the specialty magazine business having spent his whole writing and photography career covering motorsports. Jim is also a major gearhead who has personally built numerous kit cars and hot rods and always seems to have several project cars in the works at all times.

Our multi-tasking, multi-talented Publisher, **Carolyn Youngs**, brings over 25 years of business experience to this organization. She is a retired oil company executive working on her second and third careers as real estate broker and magazine publisher. Carolyn is also a veteran kit car builder and owner having built a Rodster rebody and purchased a Regal T-Bird turnkey, both of which she still owns.

Also a kit car industry veteran, **Steve Temple**, served a long term as Editor of Petersen's *Kit Car* magazine. Steve has also spent the majority of his career in motorsports specialty magazines along with a marketing stint at Shelby American. He's also put in his time wrenching on project vehicles.

We use a small, but highly-qualified cadre of freelance writers and photographers to compliment the staff-generated editorial content of the magazine. They are all experienced specialty car builders who can deliver the kind of information important to car builders and do so in a colorful, entertaining way.

CONTENT IS KING

Kit Car Builder aims to cover the waterfront, so to speak, by offering a great mix of feature cars from every segment of the business; technical stories on drivetrains, suspensions, brakes and more; how-to articles on fiberglassing, dress-up, installations, car build-ups and more; event coverage, news including legislation affecting our hobby, personality profiles, historic cars, technical questions answered and so much more.

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